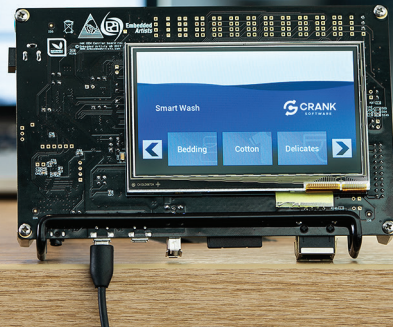# CRANK SOFTWARE

Storyboard
Accelerating tomorrow's UI experiences.

Storyboard by Crank Software is an embedded UI development software that reduces the frustrations, delays, and costs associated with traditional graphical UI development. It provides designers and developers with a streamlined, parallel workflow enabling them to collaboratively work together when creating user interfaces.

Storyboard was created to be platform-agnostic so that development teams can create UIs optimized for hardware performance and tailored for user experiences, even with the vast choice of hardware and operating system combinations that their projects may need.

Accelerate Development

Begin creating the UI before the processor is even selected.

- **Import from popular design programs:** Directly import from design tools (PS/Sketch), enabling the creation of UIs in commonly used design tools.
- **Integrated prototyping and simulation:** Develop UI prototypes for sharing the vision with others on PCs or any smart devices, without deploying to your target hardware.
- **Animations timeline editor:** Create UI animations to improve usability and navigation more intuitively. See them in relation to one another to make further edits to timing, easing rates, and values.

Embrace Design Change

Make design changes without delaying team progress and/or causing complete teardown of code.

- **PSD re-import without code teardown:** Refine the UI look within Photoshop and use PSD re-import to update image files. No need to recode events and associated components when re-importing, removing the need to sacrifice great design for code completion.
- **Graphical compare and merge:** Remain in control of iterations through a unique graphical compare and merge tool. Choose which changed content you wish to accept and deploy within the UI before committing changes to the final design.
- **Performance metrics:** Get actionable insight to assist with development decisions as the UI is being developed. Developers can monitor resources directly so they can fine-tune and optimize the UI for the target hardware.

UI Flexibility

Derisk your project by introducing a framework and process that supports technology and design change at any point in the development cycle.

- **Scalability:** Scale from small footprint MCUs to MPUs easily and without massive code teardown.
- **Portability:** Easily change your technology stack (hardware & software & OS) with little impact to your UI.
- **Reusability:** Reuse UIs across product lines for a consistent brand look, touch and feel.

Teams that trust Crank Software

With close to two decades of domain expertise in embedded graphics applications development, brands like Coca-Cola, John Deere and GE Appliances, rely on Crank for bridging the gap between vision and exceptional user experiences.

Download a free trial of Storyboard www.cranksoftware.com